

What is claimed is:

1. A molded thermoplastic product comprising an outer surface with a matte finish, wherein the matte finish is produced by a combination of an etched  
5 mold in which the product is molded to physically affect the outer surface and a colorant compounded in the thermoplastic to chemically affect the outer surface.
2. The product of Claim 1, wherein the outer surface is located in one  
10 area of the product to provide a different matte finish appearance from the remainder of the product.
3. The product of Claim 1, wherein the product is molded from a  
15 thermoplastic resin that is transparent, semi-transparent, or translucent.
4. The product of Claim 3, wherein the thermoplastic resin is selected  
from the group consisting of polyethylene terephthalate (PET);  
cyclohexanedimethanol-modified PET (PETG); styrene acrylonitrile copolymer  
(SAN); general purpose styrene (GPS); polycarbonate (PC); and combinations  
20 thereof.
5. The product of Claim 1, wherein the colorant is a frost colorant  
present in the thermoplastic product ranging from about 0.01 to about 15 parts  
by weight of thermoplastic resin.  
25
6. The product of Claim 1, wherein the colorant is a frost colorant  
present in the thermoplastic product ranging from about 0.2 to about 5 parts by  
weight of thermoplastic resin.

7. The product of Claim 1, wherein the etched mold has depressions ranging from about 0.1 $\mu$ m to about 100 $\mu$ m.

5 8. The product of Claim 1, wherein the etched mold has depressions ranging from about 0.5 $\mu$ m to about 10 $\mu$ m.

9. The product of Claim 8, wherein etched mold has a surface area comprised of lands and depressions and wherein the ratio of depressions to lands in the surface area can range from about 1 to about 90 percent.

10

10. The product of Claim 9, wherein the ratio of depressions to lands in the surface area can range from about 50 to about 80 percent.

11. The product of Claim 1, wherein the product is made by a process comprising the steps of:

15

- (a) etching a mold in a manner to provide a physical texture;
- (b) compounding a colorant into a thermoplastic resin; and
- (c) blow-molding the thermoplastic resin in the etched mold to form the product.

20

12. The product of Claim 11, wherein the colorant is in the form of pellets to be fed into equipment to achieve a uniform effect of a frosted glass appearance in the product.

25

13. The product of Claim 1, wherein the product is in a useful form selected from the group consisting of packaging, containers, cosmetics, housewares, toys, outdoor furniture, computer and printer housings, jewel boxes, vases, light fixtures, backlighting, signs, buttons, and personal electronic products.

30

14. The product of Claim 13, wherein the colorant provides diffused translucency to the product and the etched mold adds tactile texture to the product.